

NEXT UP



TONIGHT, 6:00-8:00pm

**Cocktails & Conversations:
Marketing to the New America**

Panelists include Cynthia Park, president, CEO, Kang & Lee Advertising, featured below in **Spotlight On**; Goldie Taylor, managing director, Goldie Taylor Partners; Galina Espinoza, left, co-president, editorial director, Latina Media Ventures; Beatriz Mallory, director, multicultural marketing, Ortho-McNeil-Janssen Pharmaceuticals; Pamela Pickens, chief intelligence officer, co-founder, Urban Adserve; moderated by Marcia Cole, founder, editorial director,

Ambermag.com/Ivy Communications.

@ Microsoft, 1290 Avenue of the Americas (between 51st and 52nd streets)

[REGISTER](#) »

TONIGHT, 8:00-9:00pm

@NYWICI Twitter Chat Series:

About Life, Career, Success

Use #nywicichat in your tweets.

**Tuesday, 05.17, 6:00-8:00pm
Annual Meeting**



Join your fellow members to celebrate successes and plan for the future. Columnist Gail Collins, left, The New York Times, is the featured speaker. Read member Deirdre Wyeth's **profile of Gail** in the winter issue of Connect.

@ Scholastic, 557 Broadway (at Prince Street)

[REGISTER](#) »

Tuesday, 5.17, 8:00-9:00pm

@NYWICI Twitter Chat Series:

About Life, Career, Success

Use #nywicichat in your tweets.

FREE – MEMBERS ONLY

Wednesday, 5.18, 8:30-10:00am

Digital Salon: Pitching Your Content and Creating Partnerships to

NEED-TO-KNOWS

- 1 CHECK OUT the [online auction](#) -- bids on some items are closing tomorrow.
- 2 PARTICIPATE in NYWICI's [Twitter chats](#), every other Tuesday (including tonight) from 8:00-9:00pm and use the #nywicichat hashtag.
- 3 SUPPORT future communications professionals by becoming a [mentor](#).

-- Rodeena Stephens

NYWICI PULSE



Which Twitter fiasco would you most like to do damage control for?

- The tweeting of Glee extra Nicole Crowther, above, who revealed the season ending
- The Marc Jacobs intern who complained about his boss -- on the @MarcJacobsIntl account
- The suggestion of the deputy attorney general of Indiana to use "live ammunition" on pro-union Wisconsin

Increase Online Branding

@ Microsoft, 1290 Avenue of the Americas (between 51st and 52nd streets)

[REGISTER »](#)

Tuesday, 5.31, 8:00-9:00pm

@NYWICI Twitter Chat Series:

About Life, Career, Success

Use #nywicichat in your tweets.

Tuesday, 06.07, 6:00-8:00pm

Cocktails & Conversations

Location: TBD

[REGISTER »](#)

FREE – MEMBERS ONLY

Wednesday, 06.15, 8:30-10:00am

Digital Salon

@ Microsoft, 1290 Avenue of the Americas (between 51st and 52nd streets)

[REGISTER »](#)

Tuesday, 06.28, 6:00-9:00pm

Ladies Who Laugh

Enjoy cocktails and hors d'oeuvres at the 5th Annual Ladies Who Laugh, which showcases female comics.

@ Jimmy Fallon Studio, NBC, 30 Rockefeller Plaza (at 50th Street)

[REGISTER »](#)

Thursday, 06.30, 6:00-9:00pm

Night of the Coaches

@ NYU, Kimmel Center, 60 Washington Square South (at West 4th Street)

[REGISTER »](#)

-- Edited by Katie Corrado

Spotlight On... Cynthia Park



Cynthia is a speaker at tonight's event and the president and CEO of Kang & Lee Advertising, a Young & Rubicam Brands/WPP Group Company. She has been in the business for more than 15 years. Before joining K&L, Cynthia worked at KPMG as a marketing specialist in international marketing, supporting Asia and Europe.

K&L's forte is in "targeting a wide range of Asian ethnic groups in North America, including the six largest Asian populations—Chinese, South Asian, Filipino, Vietnamese, Korean and Japanese—as well

as smaller ethnic Asian audiences, such as Thai, Cambodian, Laotian and Hmong.

"The company is also the current marketing communications industry leader for targeting other significant 'emerging' multicultural populations, including East Europeans, Middle Eastern consumers and African immigrants.

protesters

- The post-tsunami Japan jokes from former Aflac representative, comic Gilbert Gottfried

Vote now on nywici.org.

-- Deirdre Wyeth

JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for information on how to apply for these positions as well as additional opportunities.

- 1 Account Executive**
Child's Play Communications
Mid-level
- 2 Communications Coordinator**
Services Employees
International Union (SEIU)
Senior-level
- 3 General Manager/Assistant Vice President**
JS2 Communications
Senior-level

You'll find career resources in the [Members Hire Members](#) Career Center.

-- K.C.

JOIN A COMMITTEE: PROGRAMMING



Cocktails & Conversations and the Digital Salon series are among the events that NYWICI

stages, thanks to the Programming Committee. Meetings are once a month, typically on a Wednesday morning at NYWICI headquarters; call-in members are also welcome. A meeting could include reviewing topics and trends in communications and identifying key players as speakers for upcoming events.

If you're interested in joining the Programming Committee, email

"And I'm proud to say that Kang & Lee was ranked the number-one Asian multicultural agency in the U.S. by Advertising Age for the second year in a row."

No two days alike "[Before joining advertising] I was thinking about graduate school. Then a young advertising agency offered me a consulting role. I was intrigued, given what I had heard and read about the industry: that no two days are alike. That sounded like it was right up my alley."

Diversity means "the differences that distinguish, yet enrich, us by adding variety to our lives."

A stereotype is just that "Asians are thought by some to be the model minority or immigrant, who all know karate, are obedient and never unruly, are competitive at all costs and now a culture that produces the 'Tiger moms.'"

"Many of those attributes can be positive (or perceived that way), but the idea places Asians on a pedestal and fails to recognize that they, like any other group, have people who run the gamut of personality and behavior types. It's not a good overall conception, because it remains a stereotype."

Mantra "Let's create it."

R&R is "hanging with my pony-size dog, Beau, an English golden retriever, friends, family, good food and a great bottle of wine, and being unrestricted by time or an overly planned schedule."

Humbling—and weird "I find that the moments that humble me are the funniest, or the events when I find myself in the middle of a situation of what I call 'if only I had more personal space.'"

Best color "Burnt orange, because it's fresh, like a burst of energy and all about renewing: It's definitely no wallflower!"

-- Michelle Lodge

programming@nywici.org.

-- Kim Last, above left, and
Alysia Lew, right
Co-Vice Presidents, Programming
Committee

Why Join NYWICI?

You can buy health, dental and drug coverage at **lower rates** than you would as an individual.

Sign up now!

Welcome, Rodeena Stephens!



Rodeena oversees all media, marketing, public relations and event planning for the Greater Allen A.M.E. Cathedral of New York, in Jamaica, Queens. The church, with 24,000 parishioners, has one of the largest congregations in New York City and is headed by senior pastor Floyd Flake, a former congressman.

Rodeena's other duties include serving as editor-in-chief of the church's quarterly magazine, Through Christ, which has a print distribution of 11,000 and a digital one of 4,000, and being producer and editor of the church's weekly radio programs.

NYWICI because "It, more than many of the organizations I researched, is extremely proactive and offers opportunities for learning, networking and mentoring, and it has members who are from all walks of life and stages of their careers."

-- Rachel Buttner

And Finally...

Exhibits Featuring Women



ICP, Ruth Gruber: Photojournalist

Ruth Gruber, left, a dedicated writer, correspondent, photojournalist and humanitarian, has devoted her life to providing rescue and sanctuary for refugees. Recipient of the **2011 ICP Infinity Awards** Cornell Capa Award, she has, over her long career, battled injustice. This exhibition includes images from the Soviet Arctic, Alaska, Exodus 1947, Cyprus, Israel, the Middle East, North Africa and Ethiopia. It is organized by Adjunct Curator Maya Benton.

- **American Folk Art Museum, Super Stars: Quilts from the American Folk Art Museum**
- **Bronx Museum, Stargazers: Elizabeth Catlett in Conversation with 21 Artists**
- **Brooklyn Museum: Lorna Simpson: Gathered**
- **Japan Society: Bye Bye Kitty!!! with work of Miwa Yanagi and others**
- **Jewish Museum: Maira Kalman**
- **Metropolitan Museum of Art: Katrin Sigurdardottir**
- **Museum of Chinese in America: The Woman Who Could Not Forget, author talk, 05.22, 2:30pm**
- **New Museum: Isa Genzken**
- **P.S.1 has 3: Nancy Grossman: Heads; Modern Women: Single Channel; Laurel Nakadate: Only the Lonely**
- **Staten Island Museum: Andrea Phillips, Pieces of Spirit**

NYWICI Now

Michelle Lodge Editor

Kelli Plasket Production Editor

Alison Crisp Stockley Copy Editor

Integrated Marketing & Communications Committee

Kendra Bracken-Ferguson, Gail Griffin and Patricia Maloney Co-Vice Presidents

New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

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